

2042841798

Settle for the
middle-of-the-road?
No way, baby.

© Philip Morris Inc. 1995

84927-C1

VIRGINIA SLIMS

YOU'VE COME A LONG WAY, YEAH?

99999999999999999999
Sample A. Sample
123 Any Street
Anytown, US 12345-6789

As the #1 cigarette made especially for women, we're miles ahead of the competition. So stop settling for less. Make Virginia Slims your #1 choice and you'll see that no other cigarette is geared just for you.

Not only do we lead the pack, we do it with style.

NOT STYLE.

Every year, we hit the runways of Paris to bring you the hippest designer looks going. From leather jackets to shades and accessories, Virginia Slims V-Wear has it all...and it's all yours FREE with pack UPCs.

IN-YOUR-FACE ATTITUDE

From our Legends Tour celebrating the single greats of tennis and music, to our outspoken advertising, Virginia Slims has always been about confidence. Independence. And fun. No other smoke can match your absolutely individual point of view.

COOL CASH SAVINGS.

Hey, money isn't everything, but smart women know how to make the most of it. That's why we offer preferred smokers like you great savings on this great-looking, great-tasting cigarette. So you can get both a premium brand and the premium perks that go with it for even less.

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VIRGINIA SLIMS

Superslims Reg. & Ultra Lights: 6 mg "tar," 0.5 mg nicotine;
Superslims Men.: 7 mg "tar," 0.6 mg nicotine—Lights: 100's 8 mg
"tar," 0.7 mg nicotine—120's: 14 mg "tar," 1.0 mg nicotine—
100's: 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

\$4.00 Off One Carton Of Any Style Virginia Slims

CONSUMER: Limit one coupon per purchase. Not to be transferred, sold or reproduced. No facilities accepted. Any other use constitutes fraud. Void where prohibited. Participation in this promotion at discretion of retailer. Offer good only in U.S.A. Cash value .00001. © 1993, C&AS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.

RETAILER: This coupon will reimburse you the face value of \$4.00 off one carton of Virginia Slims cigarettes and the cash value of .00001. This coupon is not valid when used on purchases of Virginia Slims cigarettes made by mail order or through a third party. Cash value .00001. © 1993, C&AS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.



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\$2.00 Off Four Packs Or One Carton Of Any Style Virginia Slims

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\$2.00 Off Four Packs Or One Carton Of Any Style Virginia Slims

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RETAILER: This coupon will reimburse you the face value of \$2.00 off four packs or one carton of Virginia Slims cigarettes and the cash value of .00001. This coupon is not valid when used on purchases of Virginia Slims cigarettes made by mail order or through a third party. Cash value .00001. © 1993, C&AS Dept. 28200, 1 Fawcett Drive, Del Rio, Texas 78840.



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UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 69 HAUPPAUGE NY

POSTAGE WILL BE PAID BY ADDRESSEE

Virginia Slims Survey
PO BOX 11113
HAUPPAUGE NY 11788-9566



2042641802

Give A Friend A Free Ride.

Simply give this survey to a friend who smokes and is 21 or older. Just by completing it and mailing it back to us, they could be eligible to get in on hot free offers and cash-saving coupons by mail. Offer expires 9/30/95.

☐ Mr. ☐ Mrs. ☐ Ms. ☐ Male ☐ Female
 First M.I. Last
 Address Apt.

City State ZIP Phone ()

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail subject to applicable state and federal law.

Signature (required) Birth Date (required) Mo. / Day / Yr.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

2. Is your regular brand ...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's
 3. Is your regular brand ...? (Check one.) ☐ Menthol ☐ Non-Menthol
 4. Is your regular brand ...? (Check one.) ☐ Filter ☐ Non-Filter
 5. Is your regular brand ...? (Check one.) ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
☐ Light/Mild ☐ Medium ☐ Full Flavor

6. Do you usually buy it by the ...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

7. How long have you smoked this brand? ☐ Less than 1 year ☐ 1 to 2 years
☐ 2 to 3 years ☐ 3 to 5 years ☐ Over 5 years

8. What, if any, was your previous brand?

9. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)

- ☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

- ☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply)

- | | | | | |
|--|----------------------------------|------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> Alpine | <input type="checkbox"/> Carlton | <input type="checkbox"/> Marlboro | <input type="checkbox"/> Newport | <input type="checkbox"/> Store Brand/
Generic |
| <input type="checkbox"/> Basic | <input type="checkbox"/> Doral | <input type="checkbox"/> Merit | <input type="checkbox"/> Newport | <input type="checkbox"/> Style |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Evo | <input type="checkbox"/> Misty | <input type="checkbox"/> Stripes | <input type="checkbox"/> Superslims |
| <input type="checkbox"/> Bristol | <input type="checkbox"/> GPC | <input type="checkbox"/> Monarch | <input type="checkbox"/> Salem | <input type="checkbox"/> Virginia Slims |
| <input type="checkbox"/> Cambridge | <input type="checkbox"/> Koal | <input type="checkbox"/> Montclair | <input type="checkbox"/> Savannah | <input type="checkbox"/> Winston |
| <input type="checkbox"/> Capri | <input type="checkbox"/> Malibu | <input type="checkbox"/> More | <input type="checkbox"/> Sterling | |
| <input type="checkbox"/> None | <input type="checkbox"/> Other | | | |

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

Brand Name # of Packs

13. Where do you usually buy your cigarettes ...? (Check one.)

- ☐ Supermarket Chain ☐ Neighborhood Grocery
☐ Convenience/Gas ☐ Drug Store/Pharmacy
☐ Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

I look for special offers for my regular brand...

☐ Frequently ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand...

☐ Frequently ☐ Occasionally ☐ Never

15. Which of the following best describes you? (Check one.)

- ☐ White ☐ Asian
☐ African-American ☐ American Indian
☐ Hispanic ☐ Other

16. Are there any other smokers in your household 21 years of age or older? Please print full name, birth date and regular brand.

First Name M.I. Last Name
 Birth Date Regular Brand

17. Do you have friends, 21 years of age or older, who smoke and would like to receive free cigarettes and branded incentive items in the mail? Please print full name and phone number.

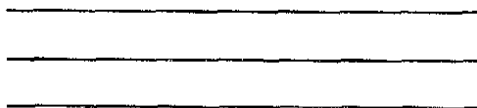
First Name M.I. Last Name
 Phone Number

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NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 69 HAUPPAUGE NY

POSTAGE WILL BE PAID BY ADDRESSEE

Virginia Slims Refer A Friend Survey
PO BOX 13023
HAUPPAUGE NY 11788-9567



2042841805

Bulk Rate
U.S. Postage
PAID
Permit No. 53
Skokie, IL